

Call Buddy

1/25/94

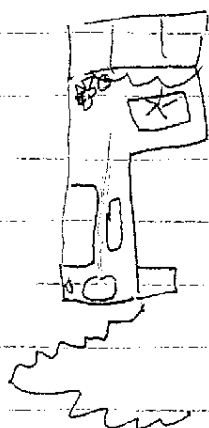
MB - Ad Tracking Thru Dec 24, 1993 - Basic Argument
may 13¹⁹⁹¹ → (Req tracking + Basic poster)

Concentrating on May 1993 → Dec 1993

- Basic print wearing out - people tuning out
- execution similar deceiving consumers - they think
they've seen it b4

- appears that premium smokers are tuning out
- not the ⁱⁿ type of brand

lowest b4 awareness of any outdoor advertiser



- Print reaches those most likely to be interested

- FFE to move direct

- more visual impact one ad to the next

→ perhaps less billboards

Communication

- flavor/price

cart tip/red

Decline in Basic ad awareness could be influenced by
environmental factors: premium brands lowering price

- no diff b4 those aware/unaware - ∴ those who have seen
ads haven't changed brand impression

- Pack issues

2060183589